

## ORDER

FIRST COAST NEWS



A GANNETT COMPANY

**Orders**  
**Order / Rev:** 704163  
**Alt Order #:** 6261246  
**Product Desc:** AMERICANS FOR PROS  
**Estimate:** 1873  
**Flight Dates:** 08/28/12 - 09/03/12  
**Original Date / Rev:** 08/02/12 / 08/02/12  
**Order Type:** Political

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

WTLV-TV

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 Do Not Mail  
 XX, XX XX

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Americans For Prosperity  
**Demographic:** A50+  
**Product Codes:** IS-Candidate/Presidential,IS-Candidate/  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	22	\$10,475.00	\$8,903.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	22	\$10,475.00	\$8,903.75	0.00
<b>Totals</b>	<b>22</b>	<b>\$10,475.00</b>	<b>\$8,903.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTLV-TV	30%	\$10,475.00
Market	100%	\$34,916.67

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	5%	\$1,745.83
WCWJ	0%	\$0.00
WJXT	30%	\$10,475.00
WJXX	8%	\$2,793.33
WTEV	27%	\$9,427.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	08/28/12	08/31/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	-T-TF--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-TF--					3	\$225.00		0.00			
E 2	WTLV	08/28/12	08/30/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	-TWT---	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWT---					3	\$1,200.00		0.00			
E 3	WTLV	08/28/12	08/31/12	Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--					4	\$250.00		0.00			

Advertiser:	Americans For Prosperity
Product Desc:	AMERICANS FOR PROS
Estimate:	1873

Totals	22	\$10,475.00
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